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1 skin to  
NY stores  
only  
(per RT)  
10/8/97

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**December Workplan Logistics**  
(DTS 12/1 - 1/2/98)

	WINSTON Cigarette/ Tobacco Store Carton Onsert	DORAL Supermarket \$2 Carton Buydown	DORAL® Supermarket 40¢ Off 2-Pack Promotion
<b>I. Selling/Execution Detail</b>			
Promotion Details	WINSTON "No Bull" Onsert with name generation (not a coupon). Field may also apply appropriate discount offer.	DORAL \$2 Carton Buydown (Active Trigger, i.e., GPC, Basic or Marlboro discounting not required).	DORAL 40¢/2 Packs in conjunction with DORAL 2-Pack Discount Cards (cards do not have specific values printed on them). (Active trigger, i.e., GPC, Basic, Marlboro discounting not required.)
Display Size/Load	100	N/A	N/A
Offer/Materials - Item #:	Onsert -527153 POS Kit -527150	N/A	533450
- Includes:	Onserts-527153 POS Kit-527150 (2 Header Cards, 2 Side Cards, Paster)	N/A	100 Cards and 2 Tent Cards for pricing
- SKU Packing:	Onserts - 100/SKU POS Kit - 1/SKU	N/A	100/SKU
Recommended Displays	527951 CTS - 8-Case Display	Temporary Floor Display or On-Shelf with High Visibility Price Communication	RJR Promotional Pack Platform
<b>II. ROU Detail</b>			
Promotion #	700557	N/A	701622 (cards only)
Allocations Available	7/7	N/A	Open Order
Model Available	N/A	N/A	N/A
Allocation Adjustments to Model	N/A	N/A	N/A
Templates Available	N/A	N/A	N/A
Value-Added Transfer Deadline	N/A	N/A	N/A
First Order Date:	10/6	N/A	10/6
First Delivery Date to Direct Accounts:	11/3	N/A	11/3
Reporting Dates:	12/1 - 1/30/98	N/A	N/A
SIS Reporting:	WIN AUG/DEC CTS	Use appropriate DORAL buydown code	DOR 2 PK CD 3Q/4Q and appropriate discount code
Promotional UPC	N/A	N/A	12300-23855
Product UPCs	N/A	N/A	N/A

① WAM accounts will participate in this promotion.

② Priority regions - Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis - Follow above guidelines unless an active trigger is present and you are matching a higher value. If so, packs should receive appropriate buydown based on your carton buydown denomination (e.g., \$2.50 and 25¢ pack or 50¢/2 packs with DORAL discount cards).

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Revised: 7/29/97

12

- Partners Supermarket Outlets

- December 40¢/2 Packs Discount Cards and \$2 Carton Buydown

- ➔ Defend our existing volume base in supermarkets.

- ➔ Generate increased retail presence to support DORAL's big brand image by:

- 1) Utilizing 2-pack discount cards in conjunction with 40¢/2 packs on RJR promotional pack platforms with highly visible price communication.
- 2) Executing \$2 off carton buydown on temporary display or on-shelf with highly visible price communication.
- 3) Executing 40¢/2 pack and \$2 off carton buydown whether or not an active trigger is present (i.e., GPC, Basic or Marlboro discounting).

**NOTE:** In 7 high priority supermarket regions (Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis), you should follow the above guidelines unless an active trigger is present and you are matching at a higher value. If you are, then packs and cartons should receive the appropriate buydown (up to a \$3 ceiling cartons/30¢ packs) (e.g., \$2.50 carton buydown would equate to 25¢ a pack or 50¢ 2 packs with DORAL discount cards.)

- Fourth Quarter Deeper Promotion Coverage (DPC)

- To be worked only in S. California, Seattle, Denver and Pittsburgh (Rite Aid) regions.
- Generate competitive trial and protect existing volume base in lower volume outlets not receiving other RJR promotions.
- Tear tape packs will contain name generation insert for DORAL & Co.

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